

II. 1995 MEDIA OBJECTIVES & STRATEGIES REVIEW

GEOGRAPHY CONT'D

BOTH HIGH MENTHOL AND NON-MENTHOL SDI MARKETS

<u>MARKET*</u>	<u>SDI</u>		
	<u>TOTAL</u>	<u>MENTHOL</u>	<u>NON-MENTHOL</u>
HAWAII	681	1159	166
MIAMI	298	264	336
LOS ANGELES	261	232	293
HOUSTON	216	261	168
SAN FRANCISCO	209	211	207
SAN DIEGO	191	173	209
TAMPA	168	168	167
CHICAGO	159	165	153
RENO**	151	135	168
DALLAS/FT. WORTH	145	161	127
ORLANDO	137	145	129
SAN ANTONIO	134	132	135

EITHER HIGH MENTHOL OR NON-MENTHOL SDI MARKETS

<u>MARKET</u>	<u>SDI</u>			<u>AFRICAN-AMERICAN PERSONS INDEX</u>
	<u>TOTAL</u>	<u>MENTHOL</u>	<u>NON-MENTHOL</u>	
ST. LOUIS	131	188	70	113
NEW ORLEANS	139	183	91	243
NEW YORK	112	68	160	-
JACKSONVILLE	124	154	91	195
LAS VEGAS***	127	104	152	-
ATLANTA	111	142	77	180
PHOENIX	114	96	134	-
LAKE CHARLES	92	134	48	188
JACKSON	94	130	57	281
BALTIMORE	112	98	128	-
PHILADELPHIA	95	65	128	-
BIRMINGHAM	96	126	62	156
PENSACOLA	91	122	57	211
ALBUQUERQUE	101	82	121	-
WASHINGTON D.C.	110	115	104	169

* LESS DISTRIBUTION MARKETS (WACO/TEMPLE, FRESNO)

** SACRAMENTO TRADING AREA

*** SALT LAKE TRADING AREA

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DIFFERS FROM 1994 KEY MARKET LIST

- SUPPORTS MARKETS WITH STRONG MENTHOL SDIs

<u>MARKET</u>	<u>MENTHOL SDI</u>
LAKE CHARLES	134
JACKSON, MS	130
BIRMINGHAM	126
PENSACOLA	122
WASHINGTON D.C.	115

- DELETES MARKETS WITH LOWER SDIs

<u>MARKET</u>	<u>SDI</u>		
	<u>TOTAL</u>	<u>NON-MENTHOL</u>	<u>MENTHOL</u>
SEATTLE	96	105	89
DENVER	98	104	92
PORTLAND	88	102	76